

IN THE CLAIMS:

Please amend the claims pursuant to 37 C.F.R. §1.121 as follows (see the accompanying "marked up" version pursuant to §1.121):

Please amend the following claims:

1. (Once Amended) In a programmed computer, a method for dynamically selecting a set of candidates over a distributed computer network for inclusion in a market research group, comprising, the steps of:
- (a) acquiring market research data on potential candidates, the potential candidates connecting to the programmed computer across the distributed computer network;
- (b) evaluating the acquired market research data against a template;
- (c) selecting a set of candidates in response to the evaluating step, the set of candidates being fewer than the set of potential candidates and being selected to fit the template in accordance with a predefined preference;
- (d) permitting additional market research data from additional potential candidates to be acquired across the distributed computer network; and
- (e) repeating steps (b) through (d), so that
- the permitting step acquires market research data until a time certain, the evaluating step evaluates the market research data at one or more given times which occur before the time certain, and the selecting step dynamically selects the set of candidates so as to fit the

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predefined preference at each given time and optimally fit the predefined preference at the time certain.

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(Once Amended) The method as in claim 6, wherein the comparing step is performed throughout the market research study to verify participant presence.

12. (Once Amended) A method for conducting a market research study from a host machine over a distributed computer network, comprising, the steps of:

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selecting a set of candidates to participate in a market research study, the set of candidates being fewer than all candidates and being selected so as to fit a predefined preference of a template at each of one or more given times and being selected so as to optimally fit the predefined preference at a time certain which occurs after the given times;

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inviting the set of candidates to the market research study conducted during a predetermined time interval and conducted over a distributed computer network, wherein the candidates access the host using a respective user machine interface having an audio/video captive mechanism connected thereto;

initiating audio/video communication between the host and the user machines with at least a set of participants comprising a first portion of a set of candidates, during the predetermined time interval in substantially real time;

exhibiting a stimulus to the participants; and

accumulating participant responses to the stimulus over the distributed network at the

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host.

19. (Once Amended) A system for dynamically choosing a market research group in accordance with a prescribed research directive of a market research study over a distributed computer network, the market research group having a set of candidates, comprising:

a potential candidate database filled with acquired market research data of the potential candidates;

a template populated with a predefined preference of potential candidates in accordance with the prescribed research directive of the market research study; and

a processor evaluating the acquired market research data in accordance with the predefined preference so as to fit the predefined preference at each of one or more, given times and optimally selecting candidates in response to the evaluation at a time certain which occurs after the one or more given times.

20. (Once Amended) The system for dynamically choosing a market research group as in claim 19 wherein the potential candidate database fills until the time certain and the processor evaluates at each of the one or more given times, dynamically selecting the candidates to optimally fit the predefined preference at the time certain.

21. (Once Amended) A system for conducting a market research study over a distributed computer network, comprising:

a processor configured to select users to participate in a market research study at a given time in accordance with a predefined preference stored in a template and which at a time certain selects users in accordance with a best fit of the predefined preference to ensure an optimal set of users;

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a moderator device having distributed computer network access, an audio/video recording mechanism, and an input mechanism wherein moderators submit stimulus to users selected by the processor across the distributed computer network;

a user device having distributed computer network access, an audio/video recording mechanism, and an input mechanism wherein users submit market research responses in response to the moderator's submitted stimulus; and

a host machine communicating over the distributed computer network and having a database accumulating user responses to the moderator's submitted stimulus, a processor evaluating user responses, and an engine outputting market research results.

27. (Once Amended) In a programmed computer, a method for dynamically modifying a template used to select a set of candidates over a distributed computer network for inclusion in a market research group, comprising, the steps of:

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- (a) acquiring template data concerning potential candidates;
 - (b) modifying the template using the acquired template data;
 - (c) evaluating the potential candidates against the modified template;
 - (d) selecting a set of candidates in response to the evaluating step, the set of

candidates being fewer than the set of potential candidates and being selected to fit the modified template; and

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(e) repeating steps (a)-(d) such that the selecting step dynamically selects the set of candidates that fit the template at one or more given times in accordance with a predefined preference stored in a template and which at a time certain, which occurs after the one or more given times selects users in accordance with a best fit of the predefined preference to ensure an optimal set of candidates.

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29. (Once Amended) A method as in claim 27, the potential candidates received over the distributed computer network until the time certain and used in the evaluating step.

30. (Once Amended) A method as in claim 28, the potential candidates received over the distributed computer network until the time certain and used in the evaluating step.
